Welcome to the 33rd Annual Watkins Glen Village Christmas!
Friday, December 4th, 2026, 5:00 PM – 8:00 PM

We are thrilled to announce the 33rd Annual Watkins Glen Village Christmas, taking place on Friday, December 4th, 2026, right on historic Franklin Street! This beloved community event has become a cornerstone of holiday celebrations in Watkins Glen, bringing joy to families, friends, and neighbors alike.

This festive evening kicks off at 5:00 PM, with vendors lining the street and local businesses staying open late to welcome visitors. Highlights include the Parade at 7 PM, featuring floats, lights, and seasonal cheer, and fireworks at 7:45 PM, launched from the pier to dazzle attendees and close out the evening with a bang!

The success of Village Christmas depends on the generous support of sponsors like you. Your partnership not only helps make this event possible but also provides your business with meaningful exposure to a wide audience.

Enclosed, you'll find detailed information about sponsorship levels and benefits. We welcome your input and suggestions as we work together to create another unforgettable celebration.

Please feel free to reach out to us at events@watkinsglen.com or 607-535-3003 with any questions. We'll be following up with you in the coming weeks and look forward to partnering with you to make the 2026 Village Christmas our best yet!

Thank you for helping us light up the season in Watkins Glen!

THANK YOU!

THE VILLAGE CHRISTMAS COMMITTEE

Sponsorship Opportunities

Title Sponsor $2500

- Listed on our on online digital program as title sponsor
- Listed on our vendor map as the title sponsor
- Your business will be mentioned throughout the evening as our title sponsor
- Social Media shoutouts at least three times leading up to the event.
- Free 10x10 space for your business at the event

SOLD

Parade Sponsor: $750

- Listed on our on online digital program as parade sponsor
- Listed on our vendor map as the parade sponsor
- Your business will be mentioned throughout the evening as our parade sponsor
- Social Media shoutouts at least three times leading up to the event
- First choice of carrying the only & Official Santa & Mrs. Claus on your parade vehicle

SOLD

Fireworks Sponsor: $1000 (3 available)

- Listed on our on online digital program as Fireworks sponsor
- Listed on our vendor map as the Fireworks sponsor
- Your business will be mentioned throughout the evening and during the parade as the Official Fireworks Sponsor
- Social Media shoutouts at least three times leading up to the event.
- Free 10x10 space for your business at the event

North Pole Partner: $500

- Listed on our on online digital program as a sponsor
- Your business will be mentioned throughout the evening as a community backer
- Social Media shoutout at least two times leading up to the event

Candy Cane Contributor: $250

- Listed on our on online digital program as a sponsor
- Your business will be mentioned throughout the evening as a community backer
- Social Media shoutout leading up to the event

IN-KIND DONATIONS ARE ALSO WELCOME FOR THE COLORING CONTEST PRIZES

Sponsorship & Donation Form

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Level of Support: _____

Payment Type: ☐ CASH ☐ CHECK ☐ CREDIT

If your organization could please EMAIL your most recent logo to Michaela at events@watkinsglen.com, it would be greatly appreciated.

Sponsor Compliance and Responsibility

The Sponsor acknowledges that it is solely responsible for ensuring that its participation in Watkins Glen Promotions events, including but not limited to sponsorship activations, displays, exhibits, product placements, promotional materials, giveaways, and marketing activities, complies with all applicable laws, regulations, licensing requirements, franchise agreements, manufacturer policies, industry standards, and other obligations governing the Sponsor's business operations.

The Sponsor represents and warrants that it has obtained any approvals, permissions, or authorizations required for its participation in the event. Watkins Glen Promotions shall not be responsible for verifying compliance with such requirements and assumes no liability for any disputes, violations, penalties, claims, or enforcement actions arising from the Sponsor's activities, representations, products, services, or participation in the event.

By participating as a sponsor, the Sponsor agrees to indemnify and hold harmless Watkins Glen Promotions, its officers, directors, employees, volunteers, and agents from any claims, damages, liabilities, costs, or expenses arising from the Sponsor's failure to comply with applicable laws, regulations, agreements, or industry requirements.

_____ Sponsor Signature

_____ Sponsor Name

Please complete this form and submit form and donation to:

Watkins Glen Promotions
PO Box 332
Watkins Glen, NY 14891
events@watkinsglen.com
Website: www.watkinsglen.com

Watkins Glen Promotions is a 501 c3 corporation. We thank you for your support.